



Picture Perfect

Wouldn't it be great to actually view the campground you're hoping to visit and to actually be able to see what the area looks like before you make your reservation? With this in mind, there is a new opportunity to highlight your area through photos. ReserveAmerica is currently working with the NRRS Marketing Team to incorporate photos of your facilities and area attractions into your website information. One of the areas used for the pilot page is beautiful Wrights Lake near Placerville, California. You can view this sample page with photos at: <http://fap.reserveusa.com/nrrs/ca/wrig/photos.html>.



The convenience of this service will fit well with our customers' desire to save time by making their trip planning and arrangements from home.

Again, this is just a sample of what the layout may look like. As more information becomes available about this great marketing tool, we will share it through the newsletter. If you have questions or comments about getting your photos on the web, please contact your POC or Regional Coordinator.

Facility of the Month

Black River Harbor Campground

Black River Harbor Campground on the Ottawa National Forest is located in the western end of Michigan's Upper Peninsula. This campground has 40 units and is located on the shores of Lake Superior and offers sites overlooking this spectacular body of water.

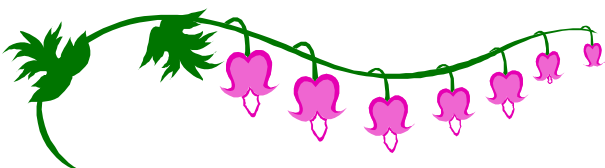


Most camp units are spacious, well maintained, and will accommodate large trailers and RV's. Flush toilets and running water provide comfort while still affording a rustic camping experience. There are no hook-ups available.

The campground is located a short distance from Black River Harbor, which has a boat ramp, concession stand, docking space and access to Lake Superior. Several charter boats operate out of the Harbor and are available for fishing trips and sightseeing tours. A developed day use area and undeveloped beach area are nearby.

There are five spectacular waterfalls within walking or short driving distance from the campground. Hiking trails wind through stands of mature pines, hemlocks and northern hardwood providing visitors opportunities to view these impressive trees. There is an accessible path to an observation platform overlooking Potawatomi Falls, which provides people of all abilities the opportunity to observe one of the areas most unique natural features.

The campground is open from late May to early October each year. Base fee is \$10.00 per night with an additional charge for adults in excess of two per camp unit. Contact Rick McVey on the Ottawa NF at 906.667.0261 for more information.



New Faces to NRRS

Welcome Neil!!

Neil Hagadorn joins the NRRS team as the new USFS Region 10 representative, replacing Don Fisher. Neil can be reached at 907.586.9336 or nhagadorn@fs.fed.us.

Many thanks to **Don Fisher** for his valuable efforts and congratulations to him on his new job in the WO!

Welcome Brock!!

With the acquisition of ReserveAmerica by Ticketmaster, a new Chief Operating Officer was installed at ReserveAmerica headquarters. Brock Weatherup moved to ReserveAmerica headquarters in March from TicketMaster in California, as an integral part of the management team. Brock's educational background includes recreation, tourism and marketing which gives him great insight into the needs of our recreating public. Brock has been involved in the NRRS since he came on board with ReserveAmerica and we look forward to his insight and involvement with the NRRS to make it a very successful program.

Marketing Materials

Currently the NRRS marketing team is working with ReserveAmerica on marketing materials for 2001. This includes a possible



face-lift for the posters and brochures. We currently have a sufficient supply of brochures to get us well into the field season. These brochures are housed at Recreation

Solutions' warehouse in Vallejo, CA. To order brochures you can contact Gloria Monyko at 707.562.8717 or email at gmonyko@fs.fed.us. We encourage you to provide her email and phone number to your local tourism agencies, and Forest Service offices and/or USACE offices so that they can contact her directly. We are currently working on production of a new supply of marketing materials for the 2001 field season. Watch for more on marketing materials in the next newsletter!

Business Center

Steve Foley has been working with ReserveAmerica to implement the long awaited Business Center. He was recently given access to the Security Module and is creating and testing user Ids and Security Groups. Steve says that he has pulled reports from the system as if he was a Concessionaire and he had access to all the facilities under the "test" management organization. Steve has been working and training the COTRs to create Business Center security groups. COTRs will then delegate authority to the Regional Coordinators and POCs to select system passwords for access to reports. Testing of the Reports Module is on track to start April 24th. The goal is to have the Reports Module up and operational by May 8th. The first reports available will be the DAR, Long-Term DAR, Financials, 5 Series Concessionaires Reports, Annual Reports, Detail Utilization Report and others. We'll keep you posted on the progress in future issues of the NRRS News!!



Congratulations go out to Kevin Gahart from Alexandria, Virginia!! It was Kevin's lucky day on February 8th, when he called and spoke to agent Lisa Tucker at ReserveAmerica and booked his weekend camping trip. Kevin was the 1,000,000th person to make a reservation with the National Recreation Reservation Service!!!! For his good fortune, Kevin will receive free camping for the reservation he booked and a letter of congratulations.

NRRS Agent Training

The COE and FS held joint training for ReserveAmerica agents and Customer Service personnel at the Call Center in Rancho Cordova, CA on April 4th and 5th. Those folks learned a little about both agencies, our likes and our differences, and then got to see what some of our facilities look like. They now have a much clearer picture (literally) of what a vault toilet is!



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About the Newsletter

Starting with the January/February NRRS News, our newsletter will be produced every two months. We would like to have more of your input to this newsletter. We have been successful in receiving nominations for the “Facility of the Month” column and it has been very well received. As always, you can nominate your facility by sending an electronic photo and 140 words or less on what makes this a special place. In addition to this, we would also like to know information that we are not giving you that you would like to see in the newsletter. Please help us to make this newsletter more interactive by sending your email thoughts, questions, concerns and ideas on improving the newsletter to Karen at: kfinlayson@fs.fed.us.

Spring has reached many parts of the country, but we still have snow in Vermont! Many of our NRRS campgrounds are opening for business and we see an increase in reservations of 19% and revenue of 24% over 2000. Internet reservations are up to an average of 41% of total reservations!

The NRRS team has been quite busy over the last two months. Two basic NRRS training sessions and two Park Office training sessions were held. Due to increased requests for Park Office training, two additional ParkOffice sessions are scheduled for the weeks of April 23 and April 30. We are working with ReserveAmerica to better address field training needs. Basic NRRS training may be offered using other methods such as multi-media or on-line training.

Lynne Beeson, NRRS Program Manager, Brock Weatherup, ReserveAmerica’s new Chief Operating Officer, and I attended the National Forest Recreation Association annual meeting in Reno in April. We appreciate the opportunity to attend this session and we learned many important issues facing our concession community in providing recreation access in their facilities. My thanks to Bob Coe and Marily Reese for inviting us to this session. Lynne, Brock, and I presented an update of the NRRS program and an on-line demonstration of the ParkSuite program. We are working with concessionaires to implement the ParkOffice program in their campgrounds this year. If Forest Service and concessionaire managers are interested in learning more about ParkSuite, please contact John Cameron, FS COTR for further information.

We have had two very successful meetings with ReserveAmerica and with our agency social science research groups to activate performance measurements and field and customer surveys this field season. We have a very aggressive schedule, but plan to have these tools implemented soon.

Carol

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